

APPLICANT(S): KARBY, Amir  
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### **REMARKS**

The present response is intended to be fully responsive to all points of objection and/or rejection raised by the Examiner and is believed to place the application in condition for allowance. Favorable reconsideration and allowance of the application is respectfully requested.

Applicant asserts that the present invention is new, non-obvious and useful. Prompt consideration and allowance of the claims is respectfully requested.

### **Status of Claims**

Claims 1-24 are pending in the application. Claims 1-24 have been rejected.

Claims 1-24 have been canceled without prejudice or disclaimer. In making this cancellation without prejudice, Applicant reserves all rights in these claims to file divisional and/or continuation patent applications. New claims 25-31 have been added in order to further define what the Applicant considers to be the invention. Applicant respectfully asserts that no new matter has been added.

### **CLAIM REJECTIONS**

#### **35 U.S.C. § 103 Rejections/ New Claims**

In the Office Action, the Examiner rejected claims 1, 8, 15, 22, 23, and 24 under 35 U.S.C. § 103(a), as being unpatentable over Purcell, Jr. (U.S. Patent No. 5,727,161) in view of Khan et al. (U.S. Patent No. 6,154,934). The Examiner also rejected claims 2-5, 9-12 and 16-19 as being unpatentable over Purcell, Jr. in view of Khan, and further in view of Takahashi et al. (U.S. Patent No. 5,513,356). Claims 6, 7, 13, 14, 20 and 21 were similarly rejected as being unpatentable over Purcell, Jr. in view of Khan and further in view of Bourdead'hui et al. (U.S. Patent No. 5,995,719). Applicant respectfully traverses the rejection and offers the following remarks in response.

Claims 1-24 have been canceled. Therefore, Applicant asserts that this rejection is now moot with respect to claims 1-24. New claims 25-31 have been added. Applicant asserts

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that new claims 25-31 are allowable over the references cited by the Examiner for the following reasons.

None of the cited references, either taken alone or in combination, discloses, teaches or suggests all of the claim limitations in independent claim 25, e.g., the combination of “associating a first of a plurality of objects with a first of a plurality of printing steps and/or printing parameters”, “creating an ordered series of production steps based on said printing steps and/or printing parameters associated with the objects of said graph”, and “producing a print shop product using said series of production steps”.

Khan teaches an apparatus for workflow automation using a main spreadsheet on a server computer and client spreadsheets on client computers, in which data from the client and server spreadsheets are sequentially routed according to a workflow plan. See Abstract. Khan does not teach “producing a print shop product using said series of production steps” as claimed in new independent claim 25, nor any kind of product creation. Rather, Khan discloses that:

The invention also provides a method of workflow automation includes the steps of providing a server computer and a plurality of client computers each having an electronic coupling to the server computer for transmission of information between the server computer and each of the client computers, entering data into a first client spreadsheet on a first client computer, transmitting the entered data from the first client spreadsheet to a main spreadsheet on the server computer according to directions stored on the first client computer, and transmitting the data from the main spreadsheet or a derivative of such data to a second spreadsheet on a second client computer for further processing. [Khan, Col. 2, lines 36-46]

The object of the Khan invention is to coordinate the processing of data across a client-server network, rather than “creating an ordered series of production steps” as claimed in new independent claim 21.

Applicant asserts that the creating a print shop product based on an ordered series of production steps requires a specific type of resource management calculation to coordinate such resources as print shop product inputs and to schedule limited resources such as workstations necessary to carry out the actual physical steps of print shop product creation. The invention described in Khan cannot be modified to achieve such functionality without rendering it inoperable for its intended purpose. Moreover, the current invention, as claimed

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in new independent claim 25 need not be carried out in a client-server environment, as required by Khan.

Similarly, Purcell, Jr. does not teach a method for print shop product creation, but rather a method and apparatus “for graphically developing and displaying a continuum of what-if scenarios derived, in a preferred embodiment, from spreadsheet plan-model data entered by a user”. (Purcell, Jr., Col. 2, lines 53-58) Purcell, Jr. explains that:

The present invention develops and displays graphic analyses of entire ranges of hundreds and thousands of what-if possibilities for an economic plan in which each possibility is defined in terms of values of economic factors and goal results, in graphic-analysis formats that show priorities, trade-offs, alternative routes to higher results for the goal, and combinations of factors that represent thresholds of risks. [Purcell, Jr., Col. 2, lines 58-64]

The invention of Purcell, Jr. is essentially a highly specialized spreadsheet application which produces graphical analyses of economic data, and is neither capable of creating a production plan necessary for the production of a print shop product, nor can it be modified to do so without significant modification, thereby making it unsuitable for its intended purpose. Furthermore, the present invention, claimed in new independent claim 25, operates through the linking of a plurality of objects to form a production plan, whereas Purcell, Jr. is based on a traditional spreadsheet implementation.

Applicant disagrees with the Examiner’s assertion that the spreadsheet models of Purcell, Jr. and Kahn can be modeled for any particular criteria, and that such claim limitations directed to print shop processing are merely an intended use of such models. The “printing steps and/or printing parameters” as claimed within the body of new independent claim 25 denote specific steps and properties relating to the printing arts and thus constitute “manipulative differences” between the invention and the prior art. These claim limitations also provide “structural differences” in any system used to carry out the claimed method. See MPEP § 2111.02. Khan and Purcell, Jr. discuss modeling workflow and economic plans, respectively, which are fields of endeavor not sufficiently analogous to be applied to the types of resource management required to plan the production of a print shop product.

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Regarding Bourdead'hui, which the Examiner cited as teaching the concept of printed finished products, that reference merely teaches producing a *simulation* of the results of printing a document. As stated in Bourdead'hui,

It is an object of the present invention to provide a method and an apparatus for simulating on a proofing medium the results of printing an imposed document, the imposed document generated, for example, by an imposing, so that the sheets of the proofing medium no longer require a labor intensive cutting step. [Bourdead'hui, Col. 2, lines 53-58, emphasis added]

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The method of the present invention produces data for generating proof sheets, typically but not necessarily on a digital proofer. \*\*\* If more than one section has been formed, then the sections need not be stacked together in the right order to form the simulated book. [Bourdead'hui, Col. 5, lines 62-67; Col. 6, lines 1-11, emphasis added and edited for clarity]

The Bourdead'hui reference does not actually teach the method of creating the print shop product itself. The end result of Bourdead'hui's method is *computer file*, which can be used to inspect the results of printing an imposed document. Bourdead'hui discloses that,

The output of the apparatus of the present invention generates proofer data 811, and preferably writes such data via bus subsystem 15 into one or more files which preferably are located in file system 25 of computer system 10. [Bourdead'hui, Col. 14, lines 22-26]

Bourdead'hui does not actually teach a production plan of the kind necessary to produce a finished print shop product, as claimed in new independent claim 25. Such a production plan may, for example, coordinate such steps as gluing, laminating, etc., as well as the machines by which such steps are performed.

In view of the above remarks, Applicant respectfully asserts that new independent claim 25 is allowable over the prior art. Claims 26-31, depend from claim 25, include all the limitations of claim 25, and are therefore likewise allowable. Accordingly, Applicant respectfully requests that the Examiner allow new independent claim 25 and claims 26-31 dependent thereon.

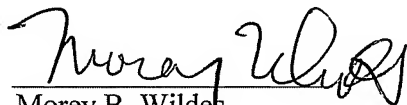
Should the Examiner have any question or comment as to the form, content or entry of this Amendment, the Examiner is requested to contact the undersigned at the telephone number below. Similarly, if there are any further issues yet to be resolved to advance the

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prosecution of this application to issue, the Examiner is requested to telephone the undersigned counsel.

No fees are believed due in connection with this paper, except for the fee for the Two Month Extension of Time concurrently filed. If any such fees are due, please charge any fees associated with this paper to deposit account No. 50-3355.

Respectfully submitted,



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